

[View this email in your browser for better visual experience](#)



Issue #3 : December 2020

Company News

From the team here at ODM & Mindsparkz, we would like to wish everyone happy holidays.

Thank you for the support you have given to us this year, and we look forward to working with you in the coming year.

With [Chinese New Year](#) just around the corner, factories and workplaces are getting ready to close for a few weeks in Asia. It's time to start planning around this.

We recommend you to:

1. Plan Early
2. Order Early
3. Seek Assistance from Professional Third Parties

As a result of the holiday season and COVID-19, we are beginning to see the effects on [shipping times](#). It has also resulted in a lack of shipping containers in China.

While we progress into 2021, promotional product companies should expect an increase in freight costs and delays in scheduling.

Marketing & Industry Trends

We are always working hard to find and share with you top products and trends to help promote your brand. Wooden products are growing in popularity due to their eco friendly credentials, durability and functionality.

[10 Unique Custom Wooden Products – Wood You Be Interested In](#)



Top 5 Blogs of The Month

This December our team at ODM has written 50 different blogs on various promotional gifts, POS displays and many more. Check out the Top 5 Blogs here!

[1 - Customized Pop Up Cards: Fascinating Promotional Mailer](#)



[2 - What is Good Manufacturing Practice?](#)



[3 - Remote Onboarding Kit: 11 Employee Welcome Gift Ideas](#)

ODM GROUP | 209



[4 - How Did Hi-Chew use a Christmas Candy Display to Give Back?](#)



5 - Merchandise with Company Logo: 5 Ways They Are Pulling In Shoppers



Mergers & Acquisitions

- [Alcom Printing Acquires Christmas City Printing](#)
- [Promotional Source Acquires South Paw Canada](#)
- [Fanatics Acquires Distributor WinCraft](#)
- [Gemline Acquires RuMe Brand](#)
- [Koozie Group Acquires IMAGEN Brands](#)

- [International Tea Day](#)
- [Industrial Supplies Online Digital Expo](#)
- [Jiangsu Online Mega Expo 2020](#)
- [Christmas Day](#)

Branding Tips & Tricks

[Design Industry Insights That We Bet You Never Knew!](#)

Find the answers to some burning questions. Learn more about product designers and their industry insights on how working on promotional products can be very challenging



Copyright © 2020 The ODM Group, All rights reserved.

Our mailing address is:

4A Hung Chu Bldg,
Jida Jiuzhou Avenue,
Zhuhai 519015, China

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

The ODM Group · 4A Hung Chu Bldg, Jida Jiuzhou Avenue · Jida Jiuzhou Avenue · China 519015 · Singapore



